



Tourism & Events Department
7506 E. Indian School Road
Scottsdale, AZ 85251
480.312.7177

To: David Scholefield, Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: November 21, 2017

Subject: Scottsdale Culinary Festival Event Funding

The Scottsdale Culinary Festival is now entering its 40 year and has been a longstanding community heritage event. The commission is requested to consider recommending allocating \$75,000 annually toward a three-year event funding agreement in support of the event.

The culinary event has participated in the community event funding program for 21 years and has received a total of \$341,000 in community event funding. Funds were allocated toward event marketing and production. All event funding contractual requirements have been met.

The culinary event meets the multi-year community event funding program requirements and criteria recommended by the commission at the July 18 TDC meeting.

Analysis & Assessment

The culinary event will be held at the Scottsdale Civic Center Mall on April 13-15, 2018 and will feature hosting cooking demonstrations, food seminars, cook off events, and music performances. The festival is anticipated to attract over 28,000 attendees and a direct dollar marketing investment of \$67,000.

Marketing and promotional benefits focused on highlighting the Scottsdale destination through media and promotional opportunities are outlined in the application worksheet and support documentation. Any additional funds that are recommended would be allocated toward enhancing marketing.

City staff has evaluated the proposal to identify the benefits for the city and the local tourism industry and has identified a public purpose for the city's expenditure. The marketing and promotional benefits provide direct consideration substantially equal to the proposed city's expenditure.

Agreement

The event organizer will provide the city a post event report annually, which will provide an evaluation of the producer's performance under any proposed agreement.

In addition the following contractual requirements can be considered in order to ensure the event's continued success and growth:

- Increase direct dollar non-city sponsorship or in-kind support annually
- Increase direct dollar event marketing expenditure annually

If recommended by the commission and upon City Council approval the event will receive 75% of the event funding in advance of the event. The final 25% will be provided once all contract requirements have been fulfilled.

Funding Availability & Potential Options

The total maximum annual city investment for the event support agreement is \$75,000. Allocation of potential funds in support of the proposal will be from the \$1.2 million from the Tourism Development Fund established for events and event development.

Based on FY 2017/18 Tourism Development Fund sources and uses projections, funds are available. Pending TDC discussion, the following are options for consideration:

- 1) Recommend new event development funding for all or part of the requested amount of \$75,000 annually for three years.
- 2) Direct staff to further evaluate the event's potential, event development partnership opportunities and the resulting return on investment.
- 3) Take no action or additional event evaluation.

Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.

MULTI-YEAR COMMUNITY EVENT FUNDING WORKSHEET			
APPLICANT INFORMATION			
Worksheet Date: August 21, 2017			
Organization Name: Scottsdale League for the Arts		Legal Description (LLC, etc.)	
Business Address: 7309 E Evans Rd			
City: Scottsdale	State: AZ	Zip Code: 85260	
Event Contact: Traci Thompson			
Phone: 480-945-7193	Cell Phone: 480-540-8025	Email: Traci@ScottsdaleCulinaryFestival.org	
EVENT INFORMATION			
Event Name: Scottsdale Culinary Festival			
Event Website: www.scottsdalefest.org			
Event Date(s): April 13-15, 2018		Event Time(s): Friday, 7-11pm Saturday, 12-9pm Sunday, 12-6pm	
Event Location: Scottsdale Civic Center 7380 E 2 nd Street			
City: Scottsdale	State: AZ	Zip Code: 85251	
Admission Cost: \$85 (Friday only) \$12 Presale/ \$15 at the door- GA \$125-\$150- VIP	Projected Attendance: 28,000	Years in Scottsdale: 40 th anniversary in 2018	
Expense Budget (includes marketing): \$490,000	Estimated Revenue: \$570,000	Marketing Budget: \$75,000	Requested Funding Amount: \$75,000

MULTI-YEAR COMMUNITY EVENT FUNDING WORKSHEET

Detailed description of event:

The 40th annual Scottsdale Culinary Festival: The signature weekend-long event hosted by the Scottsdale League for the Arts, will feature a host of activities from cooking demonstrations by some of the nation's top chefs, seminars by food and beverage industry leaders, a teen cook off, four music stages, and a variety of food options expanding over the entire scenic Scottsdale Civic Center. The Festival finale weekend has grown into one of the largest outdoor culinary events in the country. With multiple activity zones including a Beer Garden and Family Zone, the Scottsdale Culinary Festival has something for everyone. The best part is that the event's net proceeds benefit local art and art education nonprofit organizations within Maricopa County.

Provide a detailed, itemized list of sponsorship benefits the City of Scottsdale will receive as part of the sponsorship package. Please include the event sponsorship plan for the next three years:

- Top tier presence with logo/link on the official Festival website which receives over 70 million hits.
- On-site presence at all three days of events (if requested)
- Ticket package-TBD (GA, VIP tickets, Cocktail Society tickets)
- Logo on Billboard Advertisement: 4 Billboards
- Logo on all printed materials with relation to the event: 20K maps, 5K Street Team Flyers
- Mention on Press Releases about Event: 2-3 Press Releases leading up to the event.
- Logo on dedicated e-blasts about the Festival: Over 9K subscribers in our email database.
- Significant Social Media inclusion: 200K Facebook Impressions, Facebook Ad inclusion 6-8, Twitter and Instagram Inclusion.
- Logo on sponsor signage at Scottsdale Culinary Festival- including the large banner that hangs on the side of the Scottsdale Center for the Performing Arts
- Logo inclusion on City of Scottsdale Street Banners.
- Logo on printed guest tickets
- Mentions during all live media shots (2-3)
- Inclusion in TV Commercial (TBD schedule)

Please see included increased media spend with city funding below: This is our 3 year plan to increase spend, increase event awareness and increase attendance. In addition, increased corporate ticket sales, sponsorship, charity ticket sales, and subtle yet effective changes to the event will result in guest satisfaction. This satisfaction will increase positive word of mouth and the attendance will drastically increase over the weekend and in the following years to come.

MULTI-YEAR COMMUNITY EVENT FUNDING WORKSHEET

Submit your current marketing plan as it is without City Funding. Please include location, timing, impressions, cost, etc. *Attach if more space is needed.

Current Marketing Plan without City Funding:

- Billboards: 3.5 weeks \$8014.00
- 12 News Online Digital: 150K impressions Desktop, 125K digital impressions \$8743.00
- Arizona Republic Print Ads: 8 Full Page Ads \$8597.00
- Social Media: Facebook 116,245 reach, 1,211,316 impressions \$4500.00
- Street Team Flyers: 5K \$3200.00
- E-mail Blasts: (4) \$200.00
- AZ Foodie: Digital-15K Page Views/Month + Print- Full Page Ad \$1750.00
- New Times: 3 Full Page Ads, 2 Dining Newsletters, 2 Event Newsletters, 1 Exclusive Promotions Newsletter, 200K online impressions, Facebook Ads and Daily Deal for tickets. \$18,000.00
- City of Scottsdale Street Banners (2 Horizontal X 116 Vertical) \$4,000.00
- I heart Media \$10,000.00

If approved for funding, please explain how event funding will enhance your event's marketing and PR efforts and how Scottsdale will be promoted throughout all advertising, collateral and promotional material:

This funding is critical to assist with our marketing efforts. This is our 40th Anniversary and we really want to update the event's marketing and PR efforts. This would include significant increased digital exposure. As well, we are going to develop and implement a strong grassroots plan for increased visibility. We are in hope the increased funds will also allow us more TV advertising as well as Old Town Scottsdale advertising. Additionally, we would like to work with the Scottsdale CVB for tourism advertising opportunities and partnerships.

Additional Revenue would allow us to significantly increase our marketing spend to increase visibility and attendance.

Plan for increased marketing spend with a city investment of \$75,000:

- National Act: \$10,000
- TV/Digital Advertising Package- Multiple Channels: \$14,000
- Increased Social Media Presence- Facebook, Instagram, Twitter, You Tube and Snapchat: \$5,000
- Radio/Digital Spots- Multiple relevant Stations: \$16,000
- Increase Billboards from 4 to 8: \$6,500
- Print Inclusion- Phoenix Magazine: \$9,000
- CVB/Old Town Advertising: \$12,000
- Grassroots/Flyers: Tourists, Spring Training, ASU: \$2,500

MULTI-YEAR COMMUNITY EVENT FUNDING WORKSHEET

Describe how you will provide qualitative and quantitative information regarding event attendance levels. In addition provide past attendance and projected attendance growth over the length of the funding agreement:

We can provide ticket reports from our ticketing company. This report includes demographics of ticket buyers and number of tickets sold with a breakdown (per day, specialty area, etc.)

Past attendance has fluctuated over the years. This in part to other local events, weather, etc. Typically attendance has ranged from 24,000 – 30,000.

With increased sponsorship as well as increasing our corporate area attendance the event should most definitely grow. We feel very confident we will hit 28,000 + this year with a goal of 32,000+ the following year and 34,000 the year after.

Provide estimated economic impact results of the event and the projected impact on Scottsdale. Please also include your plan to enhance your event over the next three years with detail on reaching your targeted growth:

As a non-profit we don't have any additional funding/limited resources for expenses such as an event economic impact study. Although we are positive with increased marketing, more relevant partners and sponsorships we can grow the event by 6-8,000 in the next 3 years because the event has been successful for the past 39 years.

Since this is an anniversary year we really want to hit the 30,000+ mark. With increased advertising and exposure this is definitely attainable. We feel we can make some simple subtle but effective changes to the event. This will leave guests with a great sense of value and really feel it is a new event. The success we anticipate this year will only grow over the next several years.

Technology and times have changed so our need to increase media spend and how we spend and reach our guests is of the utmost importance.

We carefully selected event dates this year to not correspond with any other local or state events.

The Scottsdale Culinary Festival promotes close to 100 local restaurants, chefs, musicians, wineries, breweries as well as Scottsdale hotels and business partners. The Scottsdale Culinary Festival drives business to local shops, restaurants, and hotels during the weekend as well as before and after the event. Our annual event marketing reaches both local and national markets garnering attention for beautiful Scottsdale as a destination.

This yearly community fan favorite gives residents and visitors the opportunity to taste and sample restaurants, wineries, breweries and come face to face with local business owners from around Scottsdale and the state in one convenient location all for an amazing cause.

MULTI-YEAR COMMUNITY EVENT FUNDING WORKSHEET

Describe how the event will stimulate the fundamental decision to travel and visit Scottsdale, generate room nights as well as enhance the length of stay:

We provide a National Act which encourages travel. We host the event at a beautiful time while not interfering with other City events. (i.e. Spring Training, Spring Break) This encourages many to travel when the town is less hectic. We appeal to the "foodies" of the world who travel all over for festivals such as ours.

We partner with several hotels in the area that offer special rates to Festival goers. We offer different activities each day (Friday, Sat-Sun) that encourage additional room nights. The advantage of being right in the middle of the action is very appealing to out of towners and locals alike.

NEXT STEPS

This proposal process has been developed to provide necessary information for the City of Scottsdale, Tourism Development Commission to evaluate funding proposal requests and to determine appropriate funding for qualified events. The sponsorship review process can take up to 60 days to complete.

1. Staff reviews event qualification worksheet to determine event's eligibility
2. If event qualifies for funding, producer will present at the Tourism Development Commission (TDC) meeting. TDC has the potential to require more information or vote on funding amount they are recommending.
3. Event presentation to the TDC is required. The presentation should take no more than 5 minutes and outline the information provided in this worksheet.
4. TDC submits funding recommendation to City Council for approval (Following TDC recommendation, allow four weeks for council presentation).
5. Formal action by City Council

SUBMISSION INFO

I authorize the verification of the information provided on this form.

Signature of applicant:

Traci Thompson

Date:

8-29-17

Name

Traci Thompson



2018 Scottsdale Culinary Festival Event Analysis

Situational Analysis

The Scottsdale Culinary Festival has enhanced Scottsdale's brand as an upscale food destination for almost 40 years. With an attendance of 28,000 spectators, the festival is a weekend-long event presented by the Scottsdale League for the Arts, hosting cooking demonstrations by some of the nation's top chefs, seminars by food and industry leaders, a teen cook off, four music stages and a variety of food options expanded over the entire scenic Scottsdale Civic Center.

Founded during a time when many food festivals were created around the country, the event has survived and become one of the largest outdoor culinary events in the U.S.

With multiple activity zones including a beer garden and family zone, the festival has something for almost everyone. It features high end events like the Friends of James Bear Benefit Dinner, and Eat, Drink and Be Pretty. But it also produces "The Burger Battle," addressing an entirely different audience. The festival's net proceeds benefit local art education non-profit organizations in Maricopa County.

Event organizers are requesting \$75,000 from the City of Scottsdale Event Development Funding Program. If the City chooses to provide funding, event planners say they will increase marketing expenditures in several ways.

Pertinent Questions

1. How will marketing dollars be spent to promote the event due to increased funding?
2. Does the event meet the criteria for community event funding at the maximum level for attendance, event days and event years?
3. Will marketing expense increases lead to continued growth in each year of funding?
4. Does the event enhance Scottsdale's status and align with the City's brand image? Will Scottsdale recoup its investment?
5. How will Scottsdale be promoted and branded in marketing and publicity in order to increase travel?

General Assumptions

- The City of Scottsdale will receive top tier presence in all marketing efforts of the festival. That will include mention on the event website, billboard advertisements, printed

materials, press releases, social media, street banners, guest tickets, television advertisements, e-blasts, and other advertising.

- The City's name will be used in all mentions of the event.
- An investment by the City will enable the event to increase its marketing efforts, allowing them to reach outside the State of Arizona.
- The Culinary Festival falls under the Scottsdale tourism driver "culinary" category.
- The event reaches the maximum level for the following community event funding criteria:
 - o Attendance (28,000, city's minimum is 7,500)
 - o Event days (three, which is the minimum)
 - o Years in Scottsdale (40, which is also the minimum)

Economic and Media Impact

Without city funding, event organizers plan over \$67,000 in marketing expenditures:

- \$8,014 in billboard advertising
- \$8,743 in online digital through 12 News
- Eight full page ads (\$8,597) in the Arizona Republic
- Over one million impressions on social media (\$4,500 value)
- 5,000 street team flyers (\$3,200)
- Four email blasts (\$3,200)
- AZ Foodie exposure (\$1,750)
- New Times and other print and online impressions (\$18,000)
- City of Scottsdale street banners valued at \$4,000
- \$10,000 on IHeartRadio and media.

If approved for funding, event planners say they will increase advertising dollars to include the following:

- Expenditure for a national act: \$10,000
- TV/Digital advertising package (\$14,000)
- Increased Social Media (\$5,000)
- Radio and digital spots on multiple radio stations (\$16,000)
- Increase in billboard expenditure (\$6,500)
- Phoenix Magazine advertising (\$9,000)
- Convention and Visitors Bureau/Old Town Advertising (\$12,000)
- Grassroots/Flyers: (\$2,500)

Organizers correctly point out that they provide an event at a beautiful time of the year while not interfering with other major city events, including spring training. They also appeal to the "foodies" of the world who travel to attend culinary events and say they partner with several

hotels in the area that offer special rates to festival goers. They also present different activities each day that encourage additional room nights.

Summary

Organizers clearly plan to increase marketing expenditures if they are funded, which will provide additional exposure for the City (by \$65,000). However, I think it would be good for the City if the event would allocate more money for national advertising to high end audiences, to which this event would appeal. This would help to generate additional heads in beds.

They have a good plan in place to help grow event attendance. That will increase exposure for the City and economic impact generated by visitors from the County, the rest of the State, and outside of Arizona.

The Scottsdale Culinary Festival promotes close to 100 local restaurants, chefs, musicians, wineries, breweries as well as Scottsdale hotels and business partners. It drives business to these local establishments during the weekend as well as before and after the event. The festival's event marketing also reaches national markets, garnering attention for Scottsdale as a destination.

Respectfully submitted,

Bruce Skinner and Associates

SCOTTSDALE CULINARY FESTIVAL



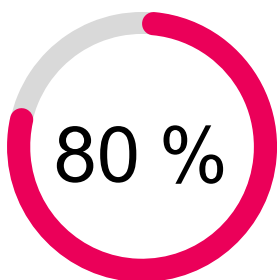
100 +
PARTICIPANTS

28
THOUSAND
ATTENDEES

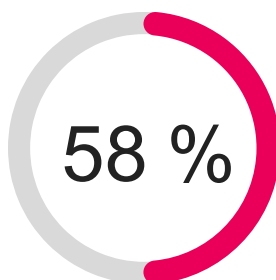
4.6
MILLION DOLLARS
DONATED TO DATE



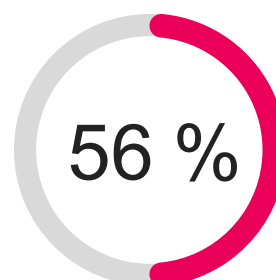
INCOME
Over \$ 50K



AGE
30 - 54 years old



GENDER
Female



* Based on 2017 demographics

100% OF NET PROCEEDS FROM THE SCOTTSDALE CULINARY
FESTIVAL ARE DONATED BACK TO THE LOCAL ARTS COMMUNITY

CULINARY FOODIES,
FESTIVAL LOVERS &
MUSIC FANS TRAVEL FROM
NEAR AND FAR TO EXPERIENCE
THE SCOTTSDALE CULINARY FESTIVAL



2017 LEANN RIMES



INCOME
Over \$ 100K



AGE
31 - 40 years old



GENDER
Male



TOURISM DEMOGRAPHICS

**100% OF NET PROCEEDS FROM THE FESTIVAL
ARE DONATED BACK TO THE LOCAL ARTS COMMUNITY**

AWARDS & RECOGNITION

